

ACS-1809-002  
Web Design and Development

Assignment 1:  
Plan to Design a website

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## INTRODUCTION

My friend Imashi owns a small proprietary business which makes customized cakes for all occasions. I chose to make a website about her business for this assignment.

## CAKES BY IMASHI

'CAKES BY IMASHI', is a small proprietary business run by imashi herself. This is a business in United States of America. Imashi moved to America few years back after she got married to the love of her life. She used to make cakes occasionally for the special events of the family and they were loved by everyone. Therefore, one day she decided to give a try to make it into a business.

CAKES BY IMASHI makes delicious mouth-watering cakes for all occasions such as weddings, engagements, birthdays, showers etc. These customized cakes could look like anything that you wish for. She makes other items like cake pops, cupcakes, frosted sugar cookies, chocolate covered strawberries and liquor infused desserts.

The customers not only could decide how the cake looks like but also which flavor its going to be. CAKES BY IMASHI offers quite variety of flavors to its customers such as Vanilla flavor, Chocolate flavor, Carrot cakes, Lemon, Mocha, Mint, Coconut, Peanut Butter, Strawberry, Red velvet and sponge etc. Customers can always make a feedback on the website

Imashi always upholds a good rapport with her customers by always responding quickly whatever the method that the customers use to communicate with her. Customers could meet her in-person or use a web-based method (chats, social media, emails) and, she always response to calls.

CAKES BY IMASHI looking in to expand her business by hiring new staff. As it is growing so fast Imashi going to need help to on orders to be out on time. Employment opportunities are posted on the website as well.

## PLAN

- Target audience and the Functions performed by them

User Group	Functions Performed	Age	Gender	Web Experience
Customers	<ul style="list-style-type: none"><li>• Read about her cake story</li><li>• View pictures of cakes and other products</li><li>• Inquiries through the messaging system</li><li>• Fill out and submit feedback forms</li></ul>	18+	Male/ Female	Varies
Potential Employees	<ul style="list-style-type: none"><li>• View job openings</li><li>• Submit Resume</li></ul>	18-45	Male/ Female	Varies

Table 1. Functions Performed by the Target Audience

- Goals
  - ❖ To increase sales
  - ❖ To expand the customer base
  - ❖ To increase methods for customers to interact
  - ❖ Recruit potential employees

- Main Topic Areas

- ❖ Home
- ❖ Cake Story
- ❖ Menu
- ❖ Monthly Deals!
- ❖ Reach Us
- ❖ Feedback
- ❖ Careers

- Website structure

As the below diagram depicts, the website for “CAKES BY IMASHI”, includes six main topic areas. In [About Us](#) explains how Imashi got in to this business. Next [Menu](#) includes information on all the types of cakes available and pictures of some. In the same page there is a feature to send a message to Imashi inquiring about any cake and customers could upload a picture of any cake they would like to get done by her. [Reach us](#) page gives all the ways that the customers could communicate with Imashi, including her phone number, email address and social media information. She is looking in to expanding her business therefore potential employees are always welcome to upload there resume in the [Careers](#) page. All the available jobs are listed there. In [Feedback](#) page customers can post reviews about their experience. And finally, in the [Monthly Deals](#) page customers can view amazing offers that planed monthly.

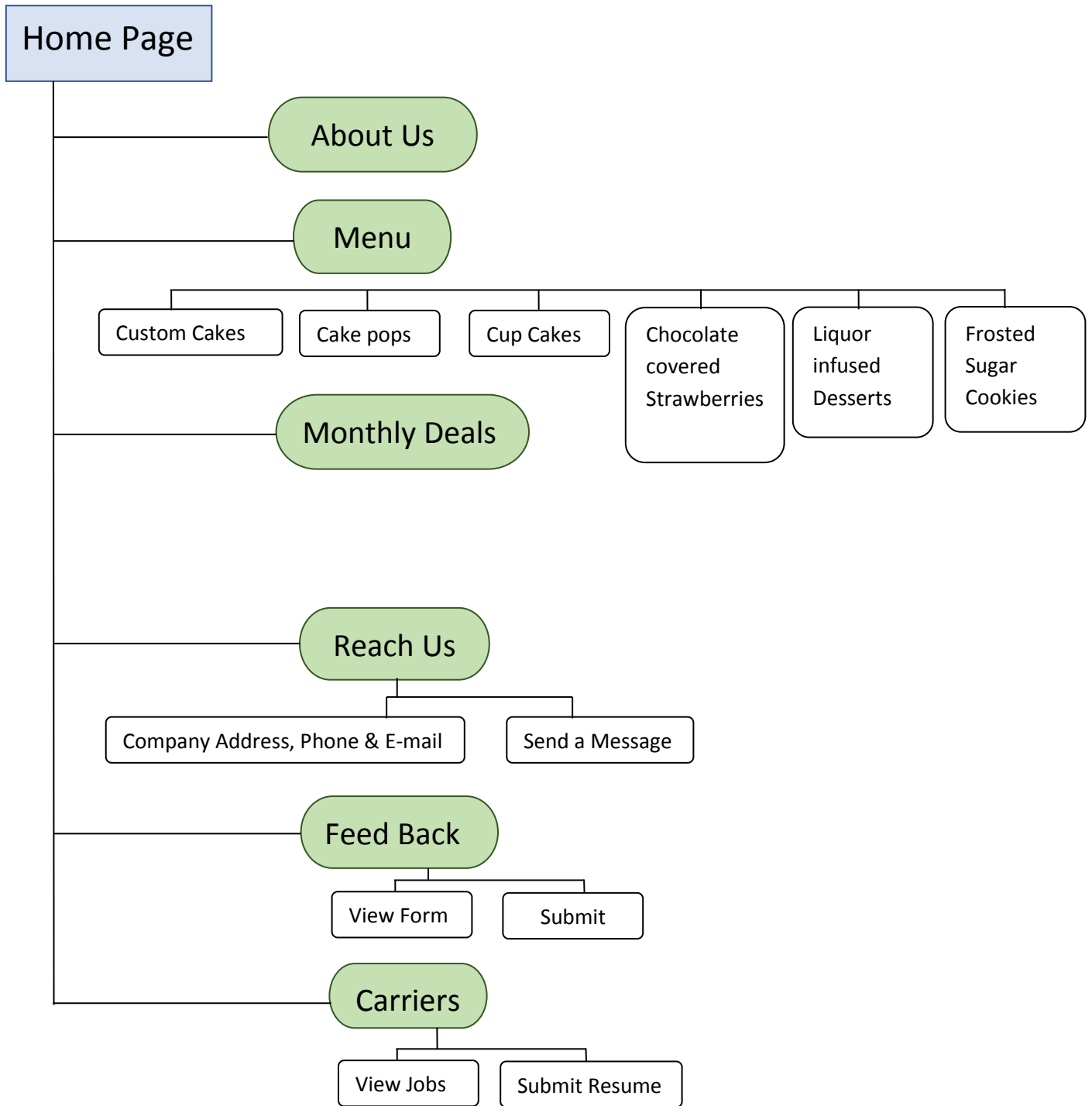


Diagram 1. Website Structure

- content organization.

The 'content organization' of the website is listed below.

<b>Category Name</b>	<b>Folder Name</b>
<b>Imashi's Story</b>	About Us
<b>Themed Cakes</b>	Menu/Themed_Cakes
<b>Wedding Cakes</b>	Menu/Wedding_Cakes
<b>Shower Cakes</b>	Menu/Shower_Cakes
<b>Birthday Cakes</b>	Menu/Birthday_Cakes
<b>Engagement Cakes</b>	Menu/Engagement_Cakes
<b>Cake Pops</b>	Menu/Cake_pops
<b>Cup Cakes</b>	Menu/ Cup_Cakes
<b>Chocolate covered Strawberries</b>	Menu/Chocolate_covred_Srw
<b>Liquor infused desserts</b>	Menu/Liquor_infused_Desserts
<b>Frosted Sugar Cookies</b>	Menu/Frosted_sugar_cookies
<b>Flavours</b>	Menu/Flavours
<b>Deals available</b>	Monthly_Deals
<b>Contact Information</b>	Reach_Us
<b>Send a Message option</b>	Reach_Us/Send_Msg
<b>Job Listing</b>	Carries
<b>Upload a Resume</b>	Carries/Resume
<b>Reviews</b>	FeedBack
<b>Write a review</b>	FeedBack/Wtr_Rev

Table 2. Content Organization

- **Website's Navigation**

The site's navigation is same as its structure. The Diagram1 gives a clear idea how the website's navigation going to be.

Basically, the navigation bar will have six parts corresponding to the six main topic areas. The navigation bar will sit on the top of every web page just below a header. Each webpage that selected will be highlighted clearly, making easy navigation to the customer.

## CONCLUSION

This assignment gave me the opportunity to understand how websites are made and a chance to practice what I have learnt in the class. This is going to be a challenge, but I am sure its going to be fun and I am sure that I am going to enjoy every bit of it.

## REFERENCES

- <https://courses.acs.uwinnipeg.ca/1809-002/assign1%20sample.pdf>
- <https://courses.acs.uwinnipeg.ca/1809-002/Assignment%201.pdf>
- <https://courses.acs.uwinnipeg.ca/1809-002/Chapter%202.pdf>
- <https://www.facebook.com/cakesbyimashi/>